COÖPERATION.

Charles J. Steffen, Chief Milk Inspector for Milwaukee

The one fault that is very prominent in cheese districts as well as creamery districts, is what I call lack of coöperation. There is that spirit of animosity still in your work, the idea that you are going after the other man’s patrons and he will get yours, that your patron will take his milk over to the other cheese factory or creamery as the case may be. I believe, if the cheese makers would get together, you could accomplish great good. It can be safely said that most farmers are willing to do better when they are shown better ways. I believe it will materially enhance the product and put Wisconsin cheese where Wisconsin cheese ought to be. I don’t believe any cheese maker can produce cheese from a dirty, inferior milk. I believe that in the future the work you are doing in this convention will be getting after this source of the cheese, so to speak. I believe the cheese makers have left too much of this work to the inspectors. I suggest to you to get together, show a spirit of coöperation between the factories.

“PURE MILK AND PERFECT CHEESE OUR AIM.”

J. Q. Emery, Madison.

I can think of no more fitting theme for this occasion than the maxim printed on the first page of the cover of your program, namely, “Pure Milk and Perfect Cheese our Aim.”

In one form or another, I have urged the practice of that maxim in every address I have given before this association during the past eleven years, and I have as persistently urged a similar line of thought upon the Wisconsin butter makers. When only pure milk and perfect cheese and pure cream and perfect butter are produced in the state of Wisconsin, I promise to make a change in the character of my addresses.

Former Governor Hoard relates that at a great dairy banquet some years ago in Canada, one of the toasts was, “Put conscience into your Work,” and was responded to by the Hon. Thomas Ballantyne, speaker of the Ontario parliament and one of the leading dairymen of the Dominion of Canada. In the course of his remarks, he related the following incident: “When I was a little boy, I was walking down one of the streets of the city of Glasgow, with my father. We met the richest man of all Glasgow, a Mr. McDonald, who had amassed a great fortune as a baker. My father stopped and said: ‘Mr. McDonald, permit me to congratulate you, sir, for being the architect of so magnificent a fortune.’ The old man straightened up his bent form and said: ‘Tut, tut, man, I never tried to make a shilling.’ ‘But how could you have amassed so great a fortune,’ said my father, ‘if you have not tried to make money?’ ‘Aye, there you go like the rest of the world. I tried to make the finest goods in all the kingdom and the money made itself.’ ”

If all the cheese factory owners and managers and cheese makers of this state were to adopt and follow the maxim of Mr. McDonald to “try to produce the finest goods in all the kingdom” our cheese factories would be so constructed or so remodeled that they could and would be kept scrupulously clean and sanitary and all the vats, every piece of apparatus, the premises and everything connected with the cheese factory would be kept scrupulously clean. Every cheese factory door, window and intake would be screened as a protection from flies. Suitable provisions would be made in every case for adequate drainage. An ample supply of pure water would be provided. Every cheese factory would be equipped with
modern apparatus. Every appointment of the cheese factory would be worthy of this great industry. Only fresh, clean, sanitary milk would be received and manufactured into cheese and the very best methods would be employed every day in the manufacture of cheese.

If all the patrons of the cheese factories of Wisconsin were to adopt and follow Mr. McDonald's maxim of "trying to produce the finest goods in all the kingdom," what a revolution would be made in the character of the milk that is offered to Wisconsin cheese factories as the material from which to manufacture cheese. The only milk that would be offered to the cheese factory would be the clean, fresh milk drawn from clean healthy cows, kept in clean, well-lighted barns, cared for by clean men who use only clean utensils and which milk would be quickly cooled to a temperature approximating fifty degrees and kept at that temperature until delivered to the cheese factory.

Instead of the open-top milk pail now in such common use, all patrons would use the closed-top milk pail by which one-half to two thirds of the dirt and filth accumulations common to milk would be eliminated. Until all cows are kept scrupulously clean and other barn conditions correspond, there is no other means so available and comparatively inexpensive for the realization of your aim to secure clean milk as the universal use throughout the state of the closed-top milk pail.

Now, Mr. Aderhold has promised to do some milking here this afternoon, and after my address I expect him to do the milking. You will see that this hood so covers the pail that the dirt and hair dropping from the cow will be kept from dropping into the milk. It is exceedingly simple and will reduce, I am told, the quantity of dirt in the milk from one-half to two thirds. Certainly so inexpensive, so practical a thing as this ought to be brought into use. It is easy to clean, durable, simple and effective. Mr. Aderhold will make some comments on this later.

Compare that with this open pail where the open part is spread out. All the dirt and all the hair and all the filth is dropping into it. There is a very great difference.

If the owners or responsible managers of Wisconsin cheese factories were to adopt your motto "Pure Milk and Perfect Cheese," or its equivalent, that of Mr. McDonald to try to produce "the finest goods in all the kingdom," and remembering St. Paul's injunction that "faith without works is dead," would prove their faith by their works, what improvements in conditions would be speedily wrought. Cheese factories would be constructed that would be worthy of the name and would be places fit in all respects to receive pure milk and in which the making of "perfect cheese" would be a possibility. They would be equal to or superior to the best buildings in the community. These buildings would be located on suitable sites where suitable drainage is possible, to the end that pure, untainted air may pervade the factory, and an uncontaminated water supply be always available. All these factories would be supplied with up-to-date apparatus. Regulations would be established and enforced that would secure pure milk and that would cause it to be manufactured into very high class, if not strictly "perfect" cheese, and they would see to it that the cheese went to a market worthy of its quality. They would see to it that only competent cheese makers were employed, and they would pay them according to their merits. They would employ cheese makers because of their known competency and reliability and not because they could be employed for less money than competent cheese makers can afford to work for. They would recognize that to produce perfect cheese, high cheese making skill must be employed and that such skill, the most profitable to employ, must receive just reward. They would insist that an ample record of each day's make of cheese be kept, showing all the essential details, so that they could at all times know the character of their product, and be able to cope with any emergency that might arise.

Can you doubt that if every cheese factory of the state of Wisconsin were to operate on this high plane, there would be an urgent demand at the
highest prices for all the cheese thus manufactured, and that the pro-
duction of such cheese, "perfect cheese," "the finest goods in all the
kingdom," would enlarge and stimulate the market for the same because
of its high and uniform quality? It is good cheese, it is the cheese that
extends the market that is wanted. The inferior cheese becomes a drug
upon the market.

It has been said that the first requisite for a young man to obtain a
good wife is to deserve one. It is equally true that the first requisite to
procure the highest price for cheese is to produce cheese that deserves the
highest price. Emerson says: "If any man can preach a better sermon,
write a better book, or make a better mouse trap than his neighbor,
though that man build his house in the woods, the world will make a
beaten path to his door."

That statement can be paraphrased into saying: If any cheese maker
secures purer milk and makes better cheese than his neighbor, though he
builds his cheese factory in the woods, the cheese buyers will make a
beaten path to his cheese factory door for that product. To state that
high quality is the foundation upon which the cheese industry must rely
for its permanent prosperity seems to me simply to state a truism.

Wisconsin now produces annually nearly one half of all the cheese
produced in this country, the value of which is nearly half of the value of
the total annual cheese production of the entire country. This remarkable
showing is due in no small measure to certain far-seeing and enterprising
pioneer members of the Wisconsin Dairymen's Association, who having
confidence in the high quality of Wisconsin cheese, went out and found
a market for it and adequate transportation to that market. I refer
to the time described by Mr. Hoard when "our only market was
Chicago and three carloads would glut that for a week;" and as described
by Hiram Smith when "western cheese in the market bore about the same
relation to eastern cheese that marsh hay does to early blue grass or
timothy hay, and the manufacturers had to leave it to be sold at the
country stores, one or two in a place, and replenish as sold. Mail carriers
and peddlers disposed of all they could, and at one time it was feared that
the lightning rod man and insurance agent would have to be called in to
aid in disposing of accumulating stock."

Wisconsin cheese still seeks a market. The cheese market is still a
competitive market. A time when the cheese market is not competitive
is a time to be deplored.

CONFIDENCE

Edward H. Webster, Assistant Editor of Hoard's Dairyman.

If you are going to hire a teacher, you will not hire a teacher in whom
you have no confidence and who will not teach your children right. If
you are going to make a purchase of some commodity in a store in your
town, you are going to the merchant in whom you have sufficient con-
fidence that he will tell you the truth. If you are going to hire a lawyer,
you will go to that lawyer whom you think is absolutely fair and honest.
Confidence is the basis of all relations of man with man.

If we are not conducting our business so that the public will have
confidence in us and we have confidence in the public, we might as well shut up.

I believe that just as soon as the butter makers, the cheese makers and
ice cream makers or anyone else dealing with the farmer, breaks that
confidence between the farmer and himself, he is going to fail.

I know there has been quite a little discussion along these lines with the
dairymen, friction between the producers and the men who are working
up the dairymen's product, and I know there are men who are good,
straight, honest, legitimate business men who are looking for communities
where such conditions exist, because they can get in there and take the
place of the men who have lost the confidence of the patrons.